

# THE OFFICE OF EFFICIENCY REVIEW BEST PRACTICES & GUIDELINES FOR IMPLEMENTATION

## Enterprise Approach for Advertising in Arizona Republic for Job Openings

### Name of Agency & Director

Arizona Department of Administration (ADOA), Director William Bell

### Background and Summary of Best Practice

Arizona state government is the largest employer in the State with approximately 40,000 employees. On average, the agencies within the ADOA Personnel System need to fill over 500 job openings each month. Sources from which applicants hear about our job opportunities include:

<u>Source of Hiring</u>	<u>% of new hires</u>	<u>\$ spent</u>
Newspaper	3%	\$725,000
Internet Search	11%	\$0
Agency Website	20%	\$0
Employee Referrals	25%	N/A
Agency email notifications	16%	\$0

Information reflects period from June 2005 to Present

It is important to focus on the success rate for each of these sources. While newspapers may not be as effective as other sources, there is still a desire for a presence in the newspaper. Considering the costs, we should plan our advertisements more strategically and effectively.

In June 2005, ADOA introduced a new strategy to create attractive “display ads” for advertising job openings in the Sunday edition of the Arizona Republic. The new display ads consolidated multiple job openings into one large, eye-catching ad which creates a presence in the classified section of the Arizona Republic for State of Arizona government jobs (similar to City of Phoenix and Maricopa County) while promoting the state’s jobs while achieving significant cost savings.

### Savings & Benefits

Since June 2005, state agencies have independently advertised 880 positions in the Arizona Republic, for a total cost of \$558,107 (average cost \$634 per position). During the same period of time, over 659 job openings from multiple state agencies were combined to create large display ads, for a total cost of \$166,539 (average cost \$253 per position). A comparison of the costs associated with advertising job openings independently as compared with the costs of the consolidated ads reveals significant savings have been achieved (average cost savings \$381 per position). If the 659 jobs that were advertised using the consolidated display ads, had instead been advertised using the traditional method of independently posting jobs, the total cost would have been nearly \$418,000. The direct savings from using the consolidated strategy was **\$251,407**.

	Individual Agency Ads	Consolidated Ad
# of Positions	880	659
Total Cost	\$558,107	\$166,539
Avg Cost per position	\$634	\$253

### How to implement this effort in your agency

If your agency intends to advertise in the Arizona Republic for job opening(s), by noon on Thursday of each week send an email to Clarence Williams, Staffing & Recruitment at [clarence.williams@azdoa.gov](mailto:clarence.williams@azdoa.gov) with 1) Agency name, 2) Billing address 3) Name of person to whom the bill should be addressed. 4) Name and title of position, salary range of position. ADOA will place the order with Arizona Republic on Thursday of each week for the Sunday edition.

### Frequently Asked Questions:

**Question #1:** What if my agency wants to advertise a job opening under a specific classification (e.g. healthcare, accounting)?

**Answer #1:** A small referral ad can be included under a specific classification, which will direct the reader to the larger display ad that includes information on the job opening.

**Question #2:** What if we want to provide additional details (e.g. job description) about the job opening, beyond the job title and salary range?

**Answer #2:** Additional information about the job opening can be included in the large display ad.

### Contacts who are available to provide assistance

Kathy Peckardt, Human Resources Director  
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Jackie Mass, Staffing and Recruitment Manager  
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To propose one of your Best Practices please contact Tad Wootton at [twootton@az.gov](mailto:twootton@az.gov) or 602.542.1246